

DEPARTMENT OF SOCIAL SERVICES

CHILDREN'S DIVISION

P.O. BOX 88

JEFFERSON CITY, MISSOURI

November 29, 2004

MEMORANDUM

**TO:** ALL REGIONAL AND COUNTY FSD/CD OFFICES

**FROM:** DENISE CROSS, DIRECTOR  
FAMILY SUPPORT DIVISION  
FREDERIC M. SIMMENS, DIRECTOR  
CHILDREN'S DIVISION

**SUBJECT:** BABY EINSTEIN VIDEO DISTRIBUTION

**DISCUSSION:**

Missouri's First Lady, Lori Hauser Holden, has made it possible for the Department of Social Services to be recipients of 25,000 Baby Einstein videos to be distributed to families receiving services from the Family Support Division and the Children's Division.

Within the next few weeks, most offices will receive an initial supply of videos that are anticipated to last approximately three months. These amounts have been calculated by using the percentage per county of the number of children under 3 years of age receiving child care subsidy, Temporary Assistance, or in Family Centered Services cases. The videos will be distributed from the county offices to the families in those groups listed above. Each box contains 36 videos. [Fifty four counties with 30 or less of the types of cases listed above will not receive an initial supply.](#) These 54 counties should order the specific number of videos, as shown in the attached list, from the warehouse electronically (as described later in the memo) or share a box of 36 with a neighboring county. It is strongly encouraged that the Family Support Division County Managers and the Children's Division Circuit Managers work together to make sure there is no duplication in these counties.

Caseworkers and Self-Sufficiency Case managers should distribute these videos along with a copy of the attached letter from Governor Bob Holden to any family who comes to the office to apply or re-apply for child care subsidy or TANF and who have a child less than 3 years of age. Children Service Workers should distribute the videos with the letter to families with children under 3 years of age who are receiving services from the Children's Division. An initial supply of the letters will be sent with the videos and there is a copy of the letter attached to this memorandum. There are several different versions of the video; however, each family is to receive only one video.

Also attached to this memo is a [list of counties that will receive an initial supply](#) and the number of boxes each will receive. Once the initial supply is depleted in your county you should continue to order additional videos from the warehouse until all 25,000 videos have been distributed. When ordering from the warehouse electronically you will use the descriptions below:

Baby Dolittle Neighborhood Animals	Baby – 1 VCR
Baby Dolittle World Animals	Baby – 2 VCR
Baby Einstein	Baby – 3 VCR
Baby Santas Music Box	Baby – 4 VCR
Baby Shakespeare	Baby – 5 VCR
Baby Vangogh	Baby – 6 VCR

The letters will be sent with the videos automatically when ordering electronically.

NECESSARY ACTION:

1. Review this memorandum with appropriate CD/FSD staff.
2. Check the attached list for the number of boxes of videos your county will receive and plan for their arrival and distribution.
3. Begin distributing videos immediately as they are received.

Attachments:

[Letter from Bob Holden](#)

[List of Counties Receiving an Initial Supply](#)

[List of Counties Not Receiving an Initial Supply](#)

DC/FMS/cr